

FIG. 1

Toothpaste	2.20
Orange Juice	
Laundry Detergent	. 7.80
Frozen Dinner	. 3.43
Total\$	43.22

## **REWARDS PROGRAM:**

Amount of total qualifying purchases (points) in this transaction: \$40.77

Total amount of qualifying purchases (points) to date: \$232.41

Total amount of qualifying purchases (points) required to begin accumulating rewards: \$300

FIG Z

Deodorant	1.99
Shampoo	4.79
Potato Chips	3.50
Ice Cream	3.99
Total\$	34.71

## **REWARDS PROGRAM:**

Total amount of total qualifying purchases (points) to date for:

Frozen foods and Ice Cream: 15.50

Fresh Produce: 23.14

Pet food and Supplies: 9.75

FIG 3

Fig. 4
ENROLLMENT

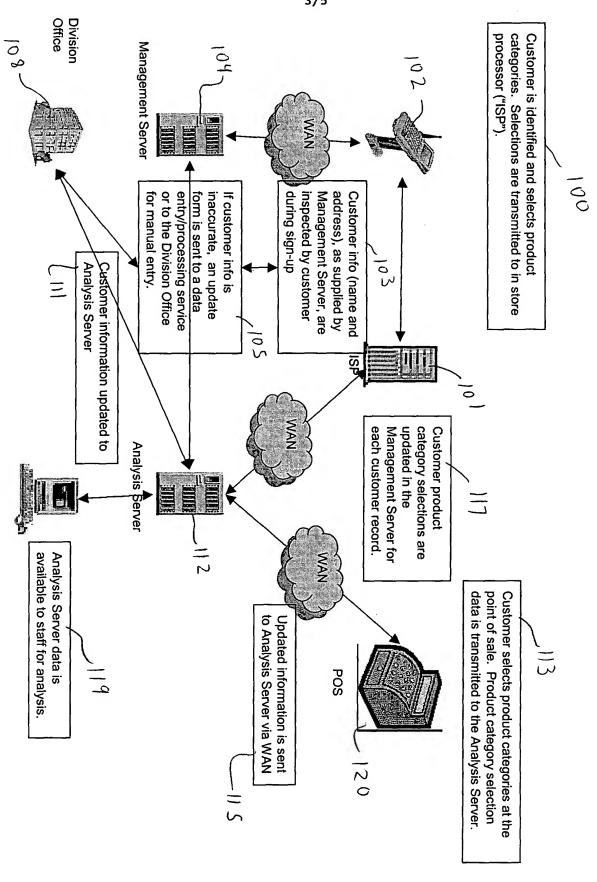
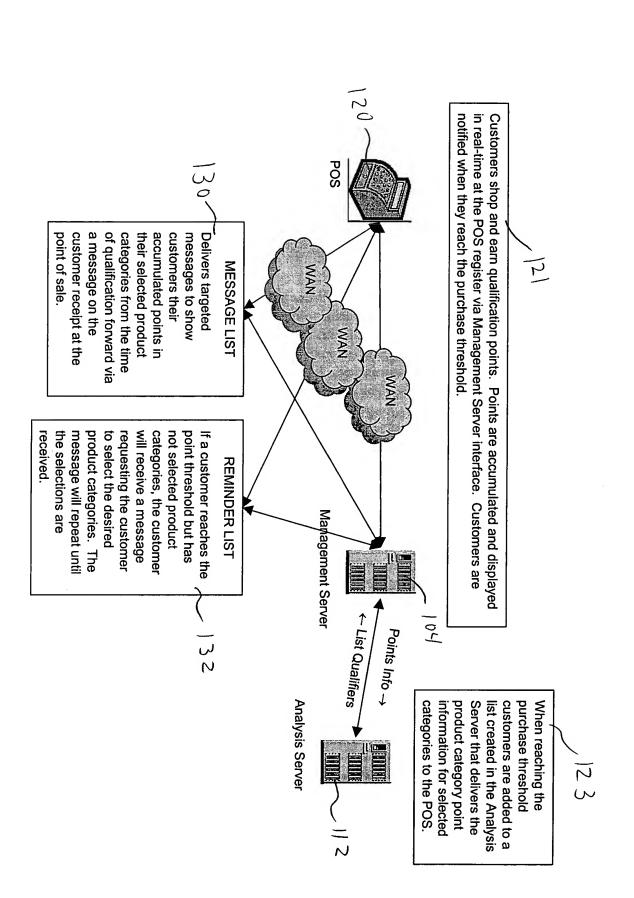


Fig. 5
QUALIFYING



POS information is transmitted to Analysis Server via WAN. Customer purchase or messages through the WAN. Each targeted and also prints the customer's point balance coupon prints text on the customer's receipt Management Server delivers targeted coupons time of qualification. which is their accumulated spending from the 134 **EARNING** Analysis Server 38 Spending is converted to points through a script. qualified customers for all product categories. Qualified customers are included on a list that is Purchase information is exported daily for all depending on the selected product categories targeted coupons or messages to a customer Management Server delivers the appropriate delivered to the Management Server. The Management Server

Fig. 6